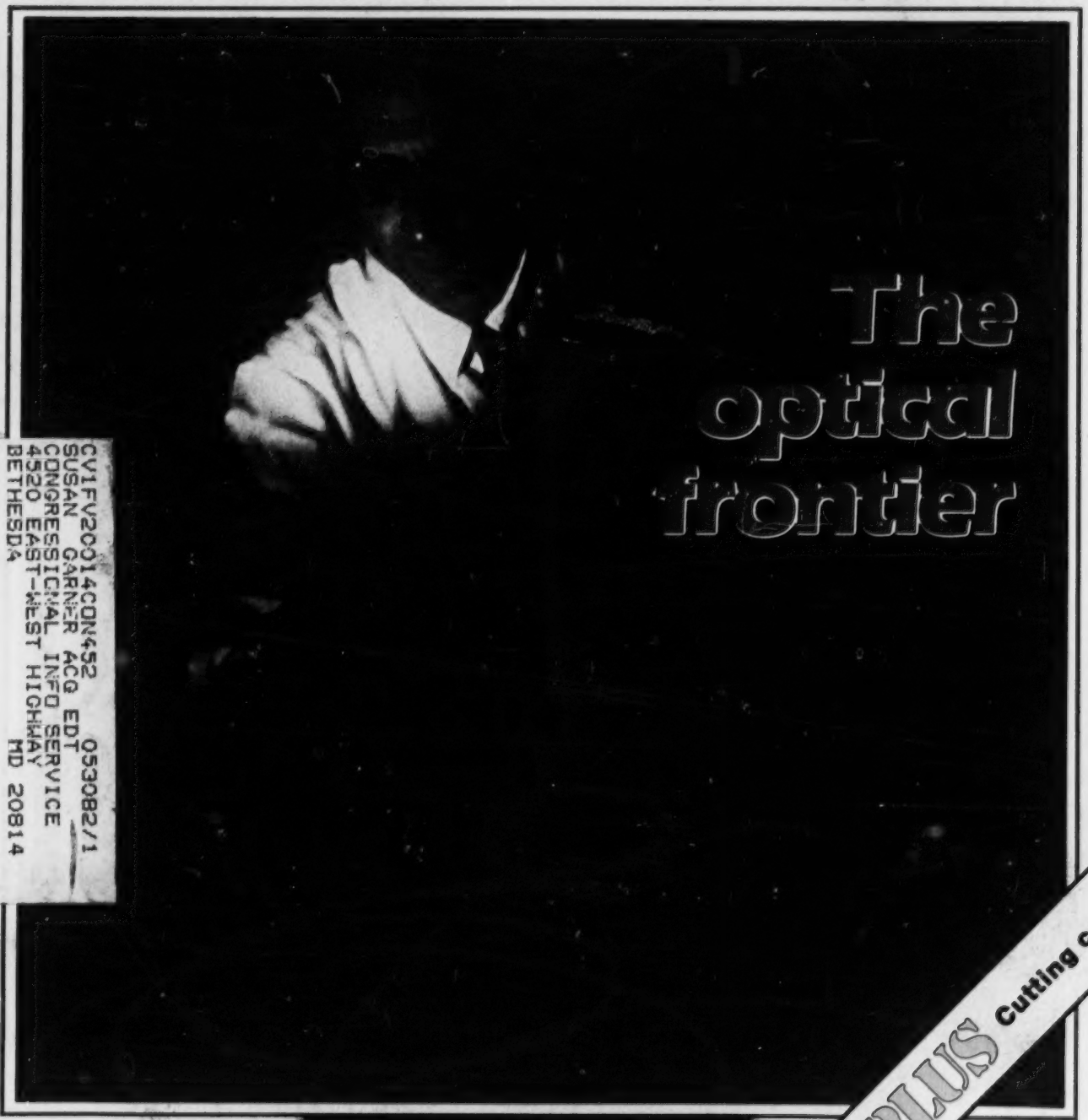
C8920-2 2/28/83

- Goldwater holds cable bill hearings
- HBO restructures along broadcast network lines
- Rainbow Programming Services names new president
- ANA workshop tackles 'era of fragmentation'

CableVision™

The news and features weekly of the cable television industry February 28, 1983 $3.00



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CableVision February 28, 1983. Volume 8, Number 25

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Goldwater's S.66 hearings

Sen. Barry Goldwater (R-Ariz.) chaired two days of hearings on his cable legislation. Some cable competitors called for changes in the bill and the cities raised long-standing concerns. **Leading the week, pages 15-20.**

The grand loophole

CATA director Steve Effros insists that copyright rules support his contention that up to 34 distant signal slots are exempt from higher royalty fees that take effect March 15. **Leading the week, pages 15-20.**

HBO's new structure

In an executive reorganization that follows broadcast network lines, Home Box Office named a new president, Frank Biondi. Former president Jim Heyworth was promoted to deputy group vice president for video of parent company Time Inc. The pay service is now split into an entertainment group and a network group, headed by Michael Fuchs and Tony Cox, respectively. **Leading the week, pages 15-20.**

Rainbow hires president

Rainbow Programming Services reached into a Fortune 500 company, Northwest Industries Inc., for its new president, Arthur Baer Jr., Northwest's vice president of corporate development. He'll run Rainbow's two premium cable services—Bravo and The Playboy Channel. **Leading the week, pages 15-20.**

PPV venture's launch set

The long-awaited ABCVE/ESPN pay-per-view venture is set for launch. **Leading the week, pages 15-20.**

Stoking the legal machine

At a meeting Feb. 10 in Key Largo, Fla., the National Cable Television Association board of directors voted to seek a court-ordered stay of the copyright royalty rate increases, named new officers and raised its dues. **Leading the week, pages 15-20.**

Vision aids hearing-impaired

Newhouse-owned Vision Cable, the nation's 25th largest MSO, will provide captioning decoders to its systems' hearing-impaired subscribers for $6 a month. **Page 24.**

Treading the made-for frontier

Made-for-pay series and feature films, risky ventures that are still the domain of independents, may attract big players and money in the not-too-distant future, according to a veteran of Hollywood. **Page 24.**

Divide and hustle

Warner Amex Satellite employs a new marketing team and strategy. **Page 53.**

ATC's local labs

Eight American Television and Communications systems now sell local advertising, and several more will start selling by 1984. **Page 57.**

Philly battle draws near

One month before public hearings begin and consultants' reports are released, competition among bidders for Philadelphia's franchises is heating up. **Page 58.**

The space mirror

Researchers say a dish-shaped device, 32 feet in diameter and weighing just 1-2 grams, held 100 miles in space by the pressure of electronic radiation, could cover wide areas at a low cost to users. **Page 64.**

Who's hot, who's not in D.C.

Congress assigns veterans and newcomers to key House and Senate telecommunications panels. **Page 67.**

About the cover

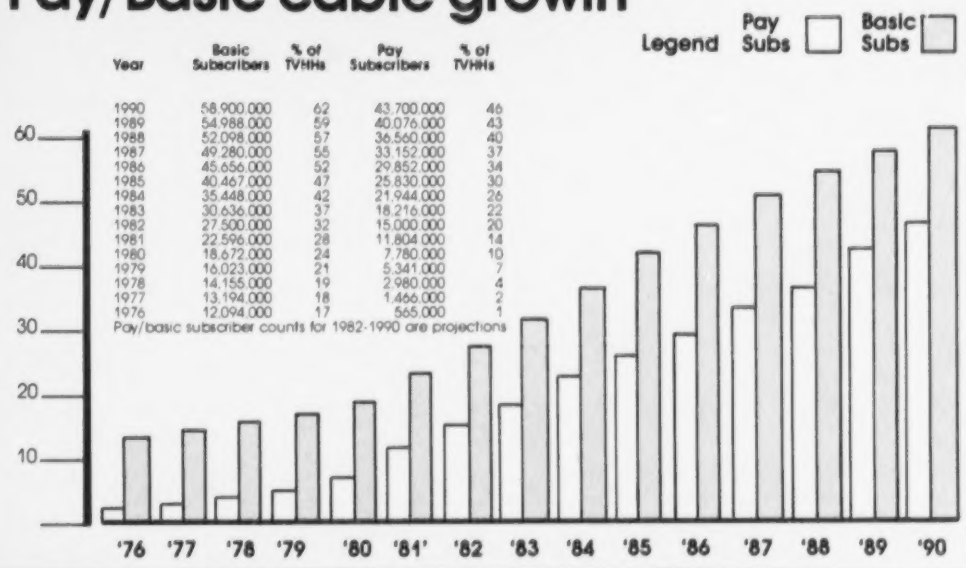
A technician sweep-tests a run of fiberoptic cable. Photo by Western Electric.

This week in PLUS

Optical communications rapidly is becoming more than just a future possibility. When the first hybrid coax-fiber system already is approved—in Alameda, Calif., using the Times Fiber mini-hub approach—can the all-fiber system be far behind? The franchise processes in most major cities have been wrapped up, but the latest fiber developments may change franchising authorities' idea of state-of-the-art. . . Today, keeping profits up often means keeping costs to a bare minimum. There's no best place for an operator to trim his budget. Whatever works is the best way. That can include anything from personnel cuts to annual billing to propane-powered vehicles to LO cuts to the number of telephones in the office. **Pages 29-52.**

Cable stats

Pay/Basic cable growth



Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	58,900,000	62	43,700,000	46
1989	54,988,000	59	40,076,000	43
1988	52,098,000	57	36,560,000	40
1987	49,280,000	55	33,152,000	37
1986	45,656,000	52	29,852,000	34
1985	40,467,000	47	25,830,000	30
1984	35,448,000	42	21,944,000	26
1983	30,636,000	37	18,216,000	22
1982	27,500,000	32	15,000,000	20
1981	22,596,000	28	11,804,000	14
1980	18,672,000	24	7,780,000	10
1979	16,023,000	21	5,341,000	7
1978	14,155,000	19	2,980,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	565,000	1

Pay/basic subscriber counts for 1982-1990 are projections

Cable barometer

Television households (TVHH)	82,100,000
Homes passed by cable (HP)	45,310,421
Percent of TVHH passed by cable	55.2%
Basic cable subscribers	26,991,845
Percent of TVHH with basic cable	32.9%
Percent of HP with basic cable	59.6%
Pay cable units	14,550,000
Percent of TVHH with pay cable	17.7%
Percent of HP with pay cable	32.1%
Percent of basic subs with pay cable	53.9%

Figures are as of October 1982

Cable services subscriber counts

Satellite-fed basic services	Affiliates*	Subscribers*	% change in homes from 12/31	
ACSN: The Learning Channel	333	2,504,366	+7.8	
Alpha Repertory Television Service (ARTS)	1,725	8,000,000	NA	(12/82)
Black Entertainment Television (BET)	165	3,200,000	+6.6	
Cable Health Network (CHN)	783	7,300,000	+5.7	
Cable News Network (CNN)	3,111	17,500,000	NC	
CNN Headline News	382	2,600,000	+2.9	
Cable Satellite Public Affairs Network (C-SPAN)	1,000	12,500,000	+13.6	
CBN Cable Network	3,750	19,685,000	+0.5	
Daytime	566	7,500,000	NA	(12/82)
Dow Jones Cable News	91	900,000	+5.8	
Electronic Program Guide (EPG)	75	1,109,464	NA	(12/82)
Entertainment and Sports Programming Network (ESPN)	5,207	20,749,504	+1.9	
Eternal Word Television Network (EWTN)	60	870,000	+11.1	
Financial News Network(FNN)	758	7,704,527	+28.4	
Modern Satellite Network (MSN)	446	7,292,850	+2.1	
Music Television (MTV)	1,300	9,500,000	+10.4	
National Christian Network	80	1,308,448	+4.1	
National Jewish Television (NJT)	111	2,370,525	+2.5	
Nickelodeon	2,300	10,500,000	+5.0	
PTL Satellite Network	700	7,500,000	+15.3	
Reuters News View	375	3,500,000	NA	(8/82)
Satellite News Channel I (SNC I)	550	5,400,000	NA	(12/28)
Satellite Program Network (SPN)[1]	385	5,400,000	+1.8	
SIN Television Network[2]	199	25,531,400	NC	
Trinity Broadcasting Network	235	2,692,000	+1.7	
USA Network	3,000	15,000,000	NA	(12/82)
The Weather Channel (TWC)	711	7,125,000	NA	(12/82)
WGN	3,976	11,084,783	+3.2	
WOR	725	4,516,234	+0.3	
WTBS	4,965	24,900,000	-0.3	
Satellite-fed basic audio services				
Lifestyle	105	1,000,000	NA	(10/82)
Moody Bible	11	50,000	NA	
Satellite Radio Network	40	NA	NA	
Sunshine Entertainment Network	NA	NA	NA	
WFMT	168	912,997	NA	(12/82)
Satellite-fed pay services				
Bravo	56	92,772	NA	(12/82)
Cinemax[3]	1,600	2,000,000	NA	(12/82)
The Entertainment Channel (TEC)	50	45,500	NA	(11/82)
EROS	20	200,000	+400	
GalaVision	160	125,000	+4.1	
Home Box Office (HBO)[3]	4,400	11,000,000	NA	(12/82)
Home Theater Network Plus (HTN)	325	170,000	NA	(12/82)
The Movie Channel (TMC)	2,350	2,300,000	NA	(12/82)
The Playboy Channel/Escapade	217	325,044	NA	(12/82)
Showtime	2,000	4,000,000	NA	(12/82)
Spotlight	NA	NA	NA	(2/83)
Regional entertainment services				
Atlanta Interfaith	5	115,600	NA	
Atlantis Entertainment Network	3	7,200	NA	(1/83)
Bay Area Religious Channel	6	100,000	NA	(1/83)
Home Sports Network	NA	NA	NA	(1/83)
Madison Square Garden Network	47	1,400,000	NC	(1/83)
PRISM-Philadelphia	75	330,000	+0.6	(1/83)
Sports Vision-Chicago	10	3,000	NA	(1/83)
Sonics Superchannel	10	23,500	NA	(1/83)
SportsChannel-New England	NA	NA	NA	(2/83)
SportsChannel-New York	34	265,000	+4.7	
Z-Channel	NA	NA	NA	(2/83)

Announced satellite-fed services	Projected launch date
ABC/ESPN Pay-Per-View Service	2nd quarter 1983
Almi Group Network	T.B.A.
American Christian Television Systems (ACTS)	3/84
Apollo Entertainment Television	4th quarter 1984
The BuenaVision Channel	3rd quarter 1983
Bluemax	T.B.A.
Cable Jazz Network	2nd quarter 1983
The Channel Black	3rd quarter 1983
Christian Media Network	Relaunch T.B.A.
Cinemerica	T.B.A.
Comedy Entertainment Network (CENTS)	9/83
The Community Channel	2nd quarter 1983
The Disney Channel	4/18/83
Episcopal TV Network	1st quarter 1983
Family Programming Network	T.B.A.
Good Evening Movie Service (GEMS)	3/83
Home Music Store	1984
The Job Channel	T.B.A.
Kidvid Network	3/83
Rock 24 (Lewmark Productions Music)	6/83
Magicable	3rd quarter 1983
Nashville Network	3/7/83
National Jazz Network	3/83
PBS Cable	T.B.A.
Penthouse Television Network (PET)	4/83
Satellite News Channel II	4th quarter 1983
The Silent Network	4/83
Sitcom Channel (Channeltainment)	1st quarter 1985
Spanish Universal Network	1st quarter 1983
SPN/Classic Movie Network	2nd quarter 1984
SPN/Financial-Religious Network	2nd quarter 1984
SPN/How-to Network	2nd quarter 1984
SPN/International Network	2nd quarter 1984
Sunshine Cable (audio)	2nd quarter 1983
Top Entertainment Network	T.B.A.
UTV Cable Network	2nd quarter 1983
The Vanguard Network	2nd quarter 1983
Video Concert Hall	T.B.A.
Window	T.B.A.

Announced regional services	
Five Star Cable	Relaunch TBA
Home Sports Network-Dallas	4/5/83
Home Sports Network-Pittsburgh	4/83
Season Ticket (Cleveland)	3/83
Pro-Am Sports (Detroit)	T.B.A.
Wisconsin All-Sports Network	9/83

*Subscriber and affiliate counts are as of 1/31/83 unless otherwise indicated.
NC denotes no change.
NA denotes not available.
[1]Denotes households receiving signal.
[2]Total SIN reach. Total Spanish-speaking households: 3,075,900.
[3]Figures are company approximations.
[4]Total cable subscribers. Total homes receiving signal: 30,000.

National cable advertising

This chart lists national advertising sales by the basic cable networks during February 1983.

Network/client	Status
ARTS	
American Egg Board	Renewal
American Motors	New client
AT&T	Renewal
General Motors	Renewal
Greek National Tourist Organization	New client*
H.J. Heinz	Renewal
Piper-Heidsieck Champagne	Renewal
Prudential-Bache	Renewal
Taylor Wines (Coca-Cola)	Renewal
Weight Watchers	Renewal
Yves St. Laurent	Renewal
BET	
American Home Products	Renewal
Amtrak	Renewal
Anheuser-Busch	Renewal
Carson Products	Renewal
Coca-Cola	Renewal
Ford	Renewal
General Mills	Renewal
HBO	Renewal
Kraft	Renewal
Mobil Oil	Renewal
Pepsi	Renewal
Pillsbury	Renewal
Sears	Renewal
Time-Life	Renewal
US Army	Renewal
Westinghouse	New client
Wrigly's	New client
CBN Cable Network	
American Baby	New client
American Motors	New client
Armour-Dial Co.	New client
BIM	New client*
Coates & Clark	New client*
General Electric	New client
Gerber	New client
High Adventure	New client*
Kimberly-Clark	New client
Simplicity Pattern	New client
Union Fidelity Insurance	New client*
Warner Lambert	New client
Cable Health Network	
Adria Laboratories (Hercules Inc.)	New client*
Allied Corp.	New client
Del Monte	New client
Eaton Pharmaceuticals (Morton-Norwich)	New client
G.D. Searle	New client
Norelco	New client
Warner Lambert	New client
Cable News Network	
Alaska Tourism	New client
American Egg Board	Renewal
Anheuser-Busch	Renewal
Clorox	Renewal
Coca-Cola	New client
Continental Insurance	Renewal
Greek National Tourism	New client*
Harcourt, Brace	New client
HBO/Cinemax	Renewal
Miles Laboratories	New client
Republic Airlines	New client
Sears	Renewal
Self Magazine	New client*
Stanley Books	New client
Time-Life	Renewal
Winn-Dixie	Renewal
Daytime	
American Home Products	Renewal
Dow Chemical	Renewal
General Motors	Renewal
Golden Grain	Renewal
H.J. Heinz	Renewal
Kikkoman	Renewal
Mobil Oil	New client
Ralston Purina	Renewal
Scott Paper	New client
Universal Picture	Renewal
Warner Lambert	New client
ESPN	
Alaska Tourism	New client
AMF/Head	New client
Berkshire Enterprises	New client
Burroughs	New client
Business Week (McGraw Hill)	Renewal
Cinemax	New client
Computerland	New client
DAP Corp.	New client
Harcourt, Brace, Javanovich	New client
Hertz	New client
Jensen-Farley Pictures	New client
Manufacturers Hanover	New client*
MEM	New client
National Life & Accident Insurance	New client*
Sea World of Florida	New client
Stanley	New client
Super Hotels	New client*
Transouth	New client*
Wayne Anthony	New client*
Wendy's	New client
Financial News Network	
Air California	Renewal
American Express	Renewal
Andrew Peck and Associates Brokerage	Renewal
Blanchard Communications	Renewal
Capital Preservation Fund	Renewal
Cardiff Publishing	Renewal
Charles Schwab and Co.	Renewal
Colonial Penn Insurance	Renewal
Commodities Magazine	Renewal
Concord Financial Services	New client*
Conti Commodity	Renewal
Dow Jones	Renewal
Economy Research Ltd.	New client*
Falcon Securities	New client*
Fidelity Brokerage	Renewal
Fisher Stereo	Renewal
Forbes Magazine	Renewal
Franklin Mint	Renewal
Great Western International	Renewal
INC Magazine	New client*
Intel/Car Leasing	New client*
International Trading Group	Renewal
Investment Rarities Inc.	Renewal
Keystone Mines	Renewal
Kiplinger	Renewal
Kroy	Renewal
Las Vegas Dunes Hotel	Renewal
Lind-Waldock Commodities	Renewal
Lowes Hotel	Renewal
McGraw Hill	Renewal
Merrill Lynch	Renewal
Monex	New client*
National Geographic Society	Renewal
Newsweek	Renewal
North American Coin	Renewal
OTC Review	Renewal
Paulson Investment Co.	Renewal
Philadelphia Stock Exchange	Renewal
Princess Cruises	Renewal
Prudential-Bache	Renewal
Quick & Reilly	Renewal
Remote Computing Group	Renewal
Research Magazine	Renewal
Savings and Loan Association	Renewal
Stock Market Cycles	Renewal
Technology Illustrated	Renewal
Texas Instruments	New client*
Tri Fund	Renewal
United Business Services	New client*
Value Line	Renewal
Wellington Financial Corp.	Renewal
West Coast Metals	Renewal
William O'Neil Inc.	Renewal
National Jewish Television	
Crazy Eddie	Renewal
El Al	Renewal
EMGO	New client*
Goody Products	Renewal
Israel Coins and Metals	Renewal
Sheraton Hotels	Renewal
SIN	
Clorox	New client
Colgate/Palmolive	New client
Kraft	Renewal
McDonald's	Renewal
Mennen	New client
Miles Laboratories	New client
Scott Paper	Renewal
Sear's	Renewal
SPN	
Allied Corp.	Renewal
American Express	Renewal
American Photographer	Renewal
Banker's Life	Renewal
Best Western Hotels	Renewal
Celanese Fabrics	New client
Clairol	Renewal
Eastern Airlines	Renewal
Fritz & LaRue Oriental Rugs	New client*
Harvard Business Review	Renewal
Kikkoman	New client
Lee's Carpet	New client*
Newsweek	Renewal
Nine Lives Cat Food	Renewal
Norsk Hydro	New client*
Norwegin-American Cruises	New client*
Norwegin Salmon & Trout	New client*
Paul Hansen Co.	New client*
Penn House Furniture	New client*
Questor	New client
Ralston Purina	Renewal
Royal Caribbean Cruise Lines	New client*
Rubbermaid	Renewal
Sagawa Express	New client*
Saran Wrap	Renewal
Scandinavian Airways	New client*
Sheraton	Renewal
TV Guide	Renewal
Telefrance	
Air France	Renewal
American Furs	Renewal
Book of the Month Club	Renewal
Chanel	Renewal
French Food and Wines	Renewal
Galeries Lafayette	Renewal
Yves St. Laurent	Renewal
USA Network	
Allied Corp.	Renewal
Allstate Insurance	Renewal
American Home Products	Renewal
Anheuser-Busch	Renewal
Armour-Dial	Renewal
Peter P. Cadbury/Schweppes	Renewal
Campbell Soup	Renewal
Clorox	Renewal
Colgate-Palmolive	Renewal
Castle & Cooke Foods	Renewal
Duracell	Renewal
General Foods	Renewal
General Mills	Renewal
Hanes	Renewal
Holiday Inns	Renewal
Kellogg's	Renewal
Kikkoman	Renewal
Kimberly-Clark	Renewal
Kno-Mark	Renewal
Levi Strauss	Renewal
Mattel	Renewal
Mazda	Renewal
Miller	Renewal
Mobil	Renewal
Norelli	Renewal
Owens-Corning	Renewal
Pillsbury	Renewal
Toyota	Renewal
Warner Lambert	Renewal
The Weather Channel	
American Gas Association	Renewal
General Foods	New client
Heil & Whirlpool	Renewal
Lennox Industries	Renewal
Prudential-Bache Securities	Renewal
RCA	Renewal
Union Carbide	Renewal
WTBS	
American Home Products	Renewal
Auto Week	Renewal
Block Drug	Renewal
Firestone	Renewal
Glove Insurance	New client*
Harcourt, Brace	New client
HBO	Renewal
IBM Corp.	Renewal
J.T. Eaton	Renewal
Knapp Publishing	Renewal
L.J.N.	Renewal
Nestle	Renewal
Silver Eagle	Renewal
Spalding	New client
Stroh's	Renewal
Texas Instruments	Renewal

* New to network advertising.